

The presented work discourse about a creation of market research web portal. It follows the analysis of pivotal topics as well as the consequent portal design, after which it describes implementation details and attests resulting OnlinePanel portal performance. OnlinePanel is meant to offer effective and economical executing of market researches over the Internet. Onlinepanel offers flexible motivation system to respondents and respondent credibility control, arbitrary quota definition and unlimited respondent selection for research to administrator.